We Are Not The Sierra Club!

By J.J. Johnson 07.17.01

Since the start of Sierra Times.com, many have inquired if we were somehow aligned with the organization known as the Sierra Club. We have gotten used to politely setting the record straight. But, in a recent e-mail asking us to change our name so as not to be 'confused' with the Sierra Club - well, maybe it's time to explain why we are The Sierra Times, and have earned the name more than the other guys.

Ok, America. Let's go over this so THERE IS NO MORE CONFUSION. If the word "Sierra" makes you think of the Sierra Club, that's not our PROBLEM, nor our responsibility. As far as we know , that left wing organization is the only so-called environmental group that even uses that name.

The third longest mountain chain in the United States is known as the Sierra Nevada Mountain Range - stretching from Southern Oregon to Death Valley, California. It includes some of the highest mountain peaks in the continental U.S. Pahrump, where Sierra Times has its base of operations, sets just below the southern edge of this mountain range. See that snow capped mountain behind my mug shot? That's where I live. Sierra Times took its name as an indicator that this is a primarily western publication. Sierra Times is just one of the hundreds (maybe even thousands) of businesses that use the name "Sierra" to denote where they are located.

For example, Sierra Times is currently operating out of Lake Tahoe, Nevada. In the towns and cities located around Lake Tahoe, alone, there are over 200 businesses that use the name "Sierra". There is a Sierra County in California, as well as a Sierra Army Depot. You will also find the name "Sierra" common throughout towns and cities along U.S. 395 in California towns like Lone Pine, Big Pine, Independence, Bishop, Lee Vining. It's also heavily used in Nevada in places like Reno, Gardnerville, and Minden and Virginia City. Town after town - overloaded with the name "Sierra".

The largest electricity provider in Nevada is called "Sierra Pacific."

Compare it like this: How many institutions are named "Ozark" in Missouri? How many institutions are named "Appalachian" in West Virginia, Pennsylvania, Virginia, and North Carolina?

Do you get it yet?

If we were based in Bythe, Virginia, I would have considered "The Appalachian Times". If we were based in Michigan, I would have considered "The Great Lake Times". Missouri - "The Ozark Times". Alaska - "The Arctic Times". Florida - "The Seminole Times"

But no, we're in the Sierras; hence, the name "Sierra" Times.

The fact that many potential readers who are adverse to the policies of the Sierra Club--and for that reason question what this Ol' News Ranch is all about--fail to take the initiative as their own opposition is a matter of deep concern. There are hundreds of watermelon people (green on the outside, and Moscow red on the inside) who spy on this publication everyday. You see, it's good to know what your enemy is up to. Many high officials with the Sierra

Club pretty much hate our guts - something we take pride in daily.

But sadly, many who have become victims of the Sierra Club policies (even in the Sierra Nevadas) are squeamish about simply clicking a mouse here to Sierra Times, due to a knee-jerk reaction that comes from seeing the word "Sierra".

Give us a break!

No, we will not change our name to differentiate ourselves from "Sierra Club", or their polices.

In fact, my vision is that, within a few years, the Sierra Club my want to change their name to distance themselves from us - finding a more appropriate nomenclature - such as the "Socialist Individuals Eagerly Ruining Rural America. Then, and only then, they would have the ethical right of using at least the acronym - S.I.E.R.R.A.

Sincerely,
J.J. Johnson
Editor & Chief - Sierra Times.com
(And no, Sierra Club - you still won't steal that name)

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